

דלק
DELEK

1221 HAIFA BAY

1221 ZIKHRON YAACOV

1221 RAMAT GAN

1221 RYSHON LE ZION

בבזון דלק
מזנקי דלק

DELEK

**A PETROL STATION
HAS BEEN OPENED**

**IN
ZIKHRON YAACOV
NEAR POLICE STATION - HAIFA MAIN ROAD**

THE ISRAEL FUEL CORPORATION LTD

Economic News Abroad

● Doubling the world's output of aluminum within the next seven to ten years is predicted by the Economic Commission for Europe. The Kilian project in British Columbia is scheduled to produce 500,000 tons by 1968-69, and the Volta River scheme on the Gold Coast another 250,000. The key in both cases: abundant, cheap electric power.

● Long term private investments in Europe were negligible in 1952, and European dependencies repaid \$22m. more than they received. Debt service on private U.S. investments in Europe exceeded new private capital inflow from America in all post-war years except 1950.

● The pipe line enjoys only a slight cost advantage over tankers today, and giant tankers now being built and cheap to operate will probably wipe it out, predicts G.R. Colley, the Senior Vice-President of the Bechtel organization, major contractor of the new "Tapline" from Dahanu to Baniyas. In the future, new pipelines will be justified only

under the most favourable conditions: low construction costs and continuously high throughput.

● A 30 per cent reduction is to be made on consignments weighing 500 kgs. and over on North Atlantic airlines.

● The Netherlands is to launch a new ambitious reclamation project, sealing off the four large Zeeland estuaries. The project may take up to 25 years and cost \$150-200m.

● Most of India's development programme in 1954/55 will be financed by printing new notes. The same was done last year, but prices remained stable as more money was needed for circulating the increased agricultural and industrial production.

● A scrip issue of non-voting ordinary shares for each ordinary share held has been announced by Marks and Spencer. The existing issue of scrip capital is worth £78.5m. at the market. The control of the company rests with ordinary shares worth £15.5m. The new issue will reduce the capital cost of controlling the company to less than £29m.

THE JERUSALEM POST

Founded as The Palestine Post in 1932. Published except on Saturdays, in Jerusalem by The Palestine Post Limited, Registered at the G.P.O.

Founder and Editor: GERSHON AGNON

Editorial Office & Management: JERUSALEM, P.O.B. 422 (4 lines)

Subscriptions: Inland IL.1.500 Foreign IL.34 per year.

Tel. Aviv Bureau: 33 Nahlat Binyamin, P.O.B. 1135, Tel. 423/2 (2 lines)

Haifa Bureau: 3 Bah Khayari, P.O.B. 64, Tel. 4394 (2 lines)

Jerusalem Bureau: 33 Nahlat Binyamin, P.O.B. 1135, Tel. 423/2 (2 lines)

Beersheba Bureau: 33 Nahlat Binyamin, P.O.B. 1135, Tel. 423/2 (2 lines)

Tuesday, April 4, 1954

Nissan 3, 5714 - Sha'aban 3, 1373

OVER the first quarter of 1954 currency in circulation rose by IL.6.7 m., i.e. 5 per cent, a rate somewhat lower than that of the last year, but still high enough to cause concern.

It was recently doubted whether additional cash could be supplied to the public in view of the reduced amount of Treasury bills still held by the banks. This difficulty has been overcome however thanks to the improvement in our foreign currency position.

The smooth inflow of the Consolidation Loans, which can only be spent as liabilities mature, the large recent earnings of citrus exports, which are concentrated in the spring months; the renewal of German permit transfers; and the slow realization of export proceeds in clearing-account countries — all these technical and seasonal factors have led to the accumulation of foreign currency over current requirements.

The Government chose to sell it to the Issue Department and to repurchase its own Treasury bills.

The foreign currency holdings of the Issue Department (which were nil May last) have accordingly risen from an equivalent of IL.4.3m. by the end of December to IL.16.2m., while its holdings of Treasury bills dropped by IL.5.2m. in spite of the fact that at the same time banks have been selling Treasury bills for cash. The result of these somewhat complicated transactions has been the creation of a second liquid reserve, which is held by the Government and can be put to use should the demand for money exceed the present liquid means of the banks.

Whether this will be necessary it cannot yet be foreseen. But it is significant that monetary expansion is taking place even apart from the Government deficit financing, and in spite of the slow pace at which bank credits rose recently. Higher prices and wages and greater output in industry and agriculture will be increasingly felt in the coming months, while the volume of bills and cheques in circulation seems to be nearing its upper limit. Selectivity of credit may help some vital segments of the economy at the expense of less vital, but overall credits will have to be expanded too, perhaps by diverting more Development Budget funds to this end in order not to engender new inflationary pressure.

Alliance Tyres to Base Salaries on Output

SPECIAL overtime rewards were abolished in the Alliance tyre factory as workers now receive wages based on output only. In order to work out output remuneration methods, a programme for the evaluation of productivity has been introduced, based on a key used by the American Association of Electrochemical Plants. Professional training, the responsibilities and the risks of every job were calculated. To date, the results are that 80 per cent of the workers are receiving a 51 per cent premium on their basic wage, 21 per cent a double, and 14 per cent a treble premium (118-75%). Only 14 per cent of the workers do not reach the standard fixed and receive no premium.

Diesel Passenger Trains To Modernize Rail Service

Jerusalem Post Reporter

HAIFA. —

THE present state and future prospects of the Israeli Railways were reviewed by the Railways Acting General Manager, Mr. M. Savidor, at a press conference here last week.

In order to make the Railways pay (about IL.2m. are lost annually) new equipment will be introduced. Modernization of the order under the reparations scheme.

Self-propelled two-way Diesel trains, each with 250 seats will give the country an efficient passenger service. The first three are due here by the end of the year. Three electric Diesel locomotives are in use in Israel. Three more 1,500-hp. engines will shortly be ordered from the U.S. for \$600,000 and are to be delivered within 18 months. Mr. Savidor explained that Germany could supply only hydraulic Diesel engines. Manpower and fuel savings will be effected by the gradual change-over to Diesel locomotives, the fuel costs of which are one-fifth of those for steam engines.

For passenger traffic, eight coaches, each with a 100-seat capacity, have also been ordered in Germany. Freight equipment ordered includes 80 wagons of 20-ton capacity, half to be used to transport Negev phosphates; 125 closed wagons of 25-ton capacity for citrus transport and 50 flatcars of 50-ton capacity for the transport of heavy machinery. Only the chassis would be imported; the bodies are to be constructed here, some of them at the Railways' own workshops in the Haifa Bay area.

Included in the order are also five smaller, 550-hp. Diesel hydraulic engines for shunting and military goods handling equipment which will make rail haulage cheaper and more convenient. Large quantities of material, including 20,000 tons of rails, have been ordered too. Altogether \$10m. worth of German equipment will be ordered, of which \$6m. has already been authorized. Rails will be imported from France under the trade agreement with that country. A contract for the

installation of a modern, automatic signalling system will shortly be signed with a foreign firm, to make rail transport speedier and far more efficient.

The Arlosoroff station now being built in Tel Aviv will be opened by the end of July, allowing direct service from Haifa to Tel Aviv. The scheme entails the construction of several bridges, including one 22 metres long to span the Musara. They are now nearing completion. Altogether IL.2m. will be spent to put the line into operation.

Passenger traffic is then expected to increase considerably. Mr. Savidor pointed out that in March daily fare takings were already IL.600 over last March.

Beersheba Line 1955

The 68-km. Na'an-Beersheba line is scheduled for completion during 1955. The line is being built from both ends, and will considerably shorten transport of Negev raw materials to Haifa. Plans are also being made to convert the 80-km. Emek line from Haifa to Zemar to standard gauge, in order to give cheap rail transport to the eastern Emek and the Jordan Valley.

During the past two years the railway has carried 887,000 tons of goods annually. By the end of this financial year 2 million tons will have been exported. Mr. Savidor also pointed out that the country was not yet sufficiently rail-conscious, pointing out that 600 tons could be carried by the railways daily. Six months ago, the railways introduced a "house to house" delivery scheme for any load over 500 kgs. and under 10 tons. Goods were sent by this method monthly. A 15 per cent reduction on goods sent North from Tel Aviv and Haifa would be introduced shortly in an effort to reduce the number of railcars returning empty to Haifa.

Company Report

Halva's Vehisachon Develops

IN the Balance Sheet of this largest cooperative credit society, the inflationary impact is noticeable no less than in the accounts of commercial banks.

In 1953, the society's membership increased by 15 per cent (to about 55,000 members), but the sum total of the balance sheet rose by 55 per cent. Loans outstanding jumped by 58 per cent (from IL.8.4m. to IL.13.1m.), but "deposits, savings and current accounts" advanced by 34 per cent only (from IL.5.5m. to IL.7.4m.). The difference was made up mainly by the "special deposits," partly for medium and long terms, which are tied to loans for specific purposes (IL.4.7m. as compared with IL.1.3m. a year ago). Most of these sums are IL.500 Government funds. There was also an increase of 30 per cent in ordinary fixed deposits (up to IL.1.5m.), which were attracted by the higher interest paid on them (4% for a one year term, 5% for two years).

Ordinary loans to members (IL.2.6m.) were 24 per cent higher than a year ago, bills discounted (IL.34,000) rose by 70 per cent, and debit accounts

by 80 per cent (to IL.563,000). The biggest advances, however, were in the "special loans" (IL.0.25m. last year). The bulk of these loans has been granted for spreading by banks of income tax payments. Loans to public institutions (IL.2.2m., double last year's figure) are a second liquidity reserve. Out of the IL.9.6m. given to individual borrowers, IL.2.7m. were for own housing, IL.1.9 for handicraft and industry, IL.1.6m. for agriculture, IL.1.6m. for retail and wholesale trade, and IL.1.3m. for professional requirements.

The year's profits totalled IL.930,000, of which IL.83,000 came from commissions and IL.847,000 from banks and securities. Interest paid to depositors was IL.229,000; expenses, depreciation and tax reserve IL.563,000. The profit was used to raise the capital and reserve to IL.1m. The society is now about to open its seventh branch office and is planning to install mechanical bookkeeping equipment in order to reduce the mounting costs of personnel, which now numbers 145.

The following figures illustrate recent development:

	IL.1,000	1953	1952	1951
Capital and Reserves	1,000	1,000	1,000	1,000
Deposits and Savings	4,222	5,148	5,112	4,415
Special deposits	1,074	827	1,447	2,414
Cash and Banks	988	1,000	1,000	1,000
Loans outstanding	4,332	6,639	3,394	2,500

Hammond's HISTORICAL ATLAS

A collection of maps illustrating geographically the most significant periods and events in the development of Western Civilization.

Obtainable everywhere — Price: 935 Pruta

Sole Distributor in Israel

STEIMATZKY'S AGENCY

JERUSALEM • TEL AVIV • HAIFA

About your Investments in Israel

INQUIRIES INVITED

MORITZ AND TUCHLER

MEMBERS OF THE TEL AVIV STOCK EXCHANGE

41 LILIEBLUM ST., TEL AVIV, Tel. 4544

CABLES: TELTRUST

THE TELAVIV TRUST COMPANY LTD

ESTABLISHED 1912

Citrus Expansion Attracting Investors

By Our Economic Editor

ACCORDING to the Agricultural Census, the total national area planted in citrus was 134,600 dunam in 1953, but other sources give somewhat lower figures. One expert estimate puts the area of Jewish-owned citrus groves at 94,000 dunams and of those administered by the Custodian at 28,000 dunams. Other experts claim that even this figure includes several thousand dunams of groves in urban areas, regarded as prospective building plots and not receiving proper care.

This small acreage provided us during the first five years of nationhood with a gross foreign currency income of \$34m., and the net added value last season was \$19m. Every dunam of citrus groves bearing fruit has thus yielded a net annual income of \$180. And yet citrus was the only branch of agriculture which failed to expand. The large-scale reclamation programme initiated by the Government in connection with the Export-Import Bank loan could be carried out with the help of long-term credits for growers.

And the groves newly planted were scarcely enough to offset the losses caused by the encroachment of urban development.

The cause of this standstill was not far to seek. The average citrus grove was not bearing fair profits and therefore not attracting capital. Reliable quotations show that an average Jewish grove left its owner a net income of approximately IL.48 per dunam to cover depreciation of the grove (IL.18 per dunam), interest on invested capital, reserves for agricultural risks and profits. Moreover, the rentability picture was blurred by the fact that at the time when the revenue from the sale of the fruit was forthcoming, cultivation costs had risen by some IL.20 per dunam.

However, the situation recently has undergone a complete change. This year, at least 20,000 dunams of groves are to be planted, half of them by the Jewish Agency (mainly in new settlements) and half by the Government. The plan is to double and treble the present citrus area. To this change three main factors have contributed: the raising of the exchange rate for the foreign currency earned by citrus exports from IL.1.2 per dollar to IL.1.5 per dollar, the excellent prices obtained abroad during the current season; and the reduced profits of other branches of farming, particularly of vegetable growing, which formerly competed with citrus in utilization of irrigated lands. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Future Market

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

Before World War II, earnings of citrus groves were a large element, dependent upon market prices, in the income of Jewish farmers. But what are the prospects for the future?

in spite of somewhat higher cultivation costs, would yield profits as high as IL.100 per dunam (before depreciation).

One should, however, mind that both cultivation costs and handling expenses are likely to rise by another 10-20 per cent, along with the general level of wages and prices, which is still subject to inflationary pressure. On the other hand, proceeds of local sales are not likely to increase, and may even drop if the processing industry fails to find new outlets. For growers will then be forced to use surplus inferior-quality fruit for marmalade, or reduce prices.

This

THE JERUSALEM POST

TUESDAY, APRIL 8, 1954
NISAN 3, 5714

ETERNAL REST IN THE LAND OF THE FATHERS FOR BARON AND BARONESS EDMOND DE ROTHSCHILD

Greatness and Foresight

By David Ben Gurion

It is doubtful whether there is to be found in the entire history of the Jewish people in the Diaspora a more significant figure than Baron Edmond de Rothschild — builder of the new Jewish settlement in the Old Land. Rothschild was not merely a philanthropist or benefactor, even though he spent on the Yishuv more than any other individual Jew and perhaps more than all the Jewish people together before the State was established. Beginning with small things, he arrived at matters of great moment: from supporting the few young settlements in the beginning he passed over to the founding of new settlements and in making land purchases all over the country, both to the west and east of the Jordan. And it was all done with a politico-strategic purpose and in sovereign dimensions, for from the very start the Baron had a clear-cut aim.

During his first visit to this country in 1897, he expressed the belief that we would yet witness the ingathering of the Exiles and that the people of Israel would live securely in its land. He had understood what many of the first settlers did not understand — the decisive importance of self-help and Jewish labour. And long before some Zionist leaders, he voiced the demand for Hebrew education and the use of the Hebrew language as the medium of life in the new Yishuv.

From the introduction to "Avi Hayishuv" ("The Father of the Yishuv") by G. Krenkel, a new biography of Baron Edmond de Rothschild (published by "Ma'ariv," Haifa).

The following is a condensation of the address given in French by Baron Edmond de Rothschild in the Great Synagogue of Tel Aviv on the occasion of his last visit, in May 1953.

I lift my heart in thanksgiving unto the Lord who has favoured the declining years of my life with the wonderful sight of Israel's resurrection.

When my thoughts take me back to the first days of my labours, nearly half a century ago, when I picture Palestine as it was then, its ground strewn with rocks, infested with weeds and covered with thistles, and its miserable fellahs doing their best to win a meagre harvest from its acid soil, it seems to me that I am living in a dream.

Confronted in those days with the suffering of the Jewish populations of Eastern Europe, in spite of the lamentable condition of Palestine I saw return to the Holy Land as their only salvation. There only, I felt, could the Jews show to the world their moral and intellectual worth and their ability to work. In Eretz Israel, I hoped, Israel would come to life again.

Far from me was the thought of an exodus of all Jews to Palestine. My only concern was to found as important a centre as possible for the development of the Jewish spirit and of the great intellectual culture of our race, a centre which would favourably affect the condition of the Jews throughout the world.

But to achieve this aim, the first foundations had to be laid on the land. Agriculture had to be organized. The first pioneers fought energetically against disease as well as against the soil, which rebelled at all cultivation. The first clusters soon became little centres. Having surmounted all obstacles, material and political, those centres have at last become splendid colonies. "You are building on sand," I was told in those bygone days; but this sand has turned to stone, and in the words of the Psalmist, the stone has become the Rock of Israel, the corner stone of the great edifice that is Israel.

Jewish National Home
The sight of these fields, so well cultivated, of these orchards, these vineyards, these orange groves that are green oases against the desert, are proof of the perseverance of the Jews and their energy at work. The impression which it made upon the world was of great benefit to the cause of Israel. The movement conceived by this grand inspiration evoked a feeling of solidarity among Jews throughout the world.

The chiefs of state of the great nations have proclaimed the Jewish National Home, and the League of Nations has recognized it; must we not see this as the fulfilment of the prophecy which has sustained our fathers over so many centuries of distress, and which is now accomplished after two thousand years? The day will come when all the nations of the world will bring the Israelites back to Eretz Israel. What good fortune is ours to be living at a time when we can say that this day is at hand!

Since then this marvellous development has outstripped our fondest hopes. On all sides there have arisen new colonies, which in time will become as prosperous as the older ones. All Jewish cities have been established. Tel Aviv has become a big town, bustling with work and activity. Private initiative is setting up all sorts of industries, so that with the progress that the colonies have made, we are in a position to say that the "National Home" rests on two solid foundations: agricultural work and industrial work.

Hebrew Revival-University
But it is a moral and intellectual work which will impart its real Jewish character to the "National Home." It is above all in this direction that the Jewish spirit may expand. Thus the opening of the University in Jerusalem must be set down as a great event in the modern history of Judaism.

When we have so many great men in all branches of science throughout the countries of the world, we may expect that the University will shine with the splendour of lofty speculative and religious thought, and will give us Einsteins and Bergsons some day.

The Hebrew of our fathers will be the language of instruction. As early as my first visit to the colonies I insisted on Hebrew as the medium, and soon I was able to note with pleasure that it had again become a living tongue. Jews coming from different countries could thus converse in a common language which established a bond between present and past for them, linking them again with our ancestors.

Language creates cohesion among men but it does not constitute nationality. The idea of nationalism plays a great role at present in the relations between the peoples, but one must not think that it should be a directive for the Jews coming to Palestine.

Jewish-Arab Relations
THIS is a country which is just being formed, attracting men who have been living in different countries for centuries. What I have done in Palestine is to tell you now, in my view, this Israeli "National Home" should evolve avoiding perils born of illusions and rocks on which you might founder if misdirected.

Your first care must be to impart to the admirable concept of the "Jewish National Home" all the breadth which it can entail, and to work with all your might for the development of its prosperity. The entire population of the country will benefit by this prosperity. As in the past, ever loyal to the principle proclaimed by our ancestors, "Thou shalt love thy neighbor as thyself," you shall continue to maintain the best of relations with your neighbors.

Chain of Tradition
ISRAEL'S development in Eretz Israel can only be achieved if you let the chain of your traditions link you again with your great past. At the mercy of simple material forces, what would become of a tiny group of Israelites isolated in this little land in the midst of the fluctuations of the history of nations and of the tempests that assault and annihilate even the mightiest on earth?

In whatever you undertake, be it the humblest labour or the highest speculation of the spirit, you must seek out the particular character of Jewish aspirations, of our religion. The immortal Jewish people ever alive, adjusting its strength and its resistance through tens of centuries.

Those tables of the Law which Moses brought back from Mount Sinai and which we shall commemorate in a few days at our great festival of Shavuot are again today the foundation of any modern civilization. Through all their peregrinations in the Jewish people ever alive, adjusting its strength and its resistance through tens of centuries.

What our fathers have done, we must do. My elder son James, moved by the same feelings as I, shall continue my work and will devote himself to the same task. I have undertaken. May the Lord grant his protection to Israel in Eretz-Israel!

Baron Edmond de Rothschild



BARON EDMOND DE ROTHSCHILD

Baroness Adelaide de Rothschild



BARONESS ADELAIDE DE ROTHSCHILD

Biographical Landmarks

- 1846 — August 19, born in Paris, 1920.
- 1877 — Marries his cousin Adelaide de Rothschild. Three children: James, Maurice, and Alexandrine (Miriam).
- 1878 — James born.
- 1882 — First donation to Zikhron Ya'acov and Rishon-le-Zion.
- 1887 — First visit to Palestine.
- 1893 — Second visit.
- 1898 — Third visit.
- 1900 — Transfer of the Baron's Administration to the ICA. Baron becomes Chairman of the Palestine Committee of the ICA.

- 1914 — Fourth visit.
- 1923 — Palestine Committee of the ICA transferred to a new institution (PICA) of which James de Rothschild becomes President.
- 1924 — PICA enters into force with the ratification of the "Palestine Jewish Colonization Association (Edmond de Rothschild Foundation) Ordinance."
- 1925 — Fifth and last visit.
- 1929 — Made Honorary Chairman of the newly founded Jewish Agency.
- 1934 — November 2, died in Paris.

THE LIVING MEMORIAL

SETTLEMENTS FOUNDED AND ASSISTED BY THE BARON AND HIS FOUNDATION

(Figures as of September 1, 1953.)
44 places were founded or assisted by the Baron.
GALILEE
METULLA. Situated on the Lebanese frontier. Founded in 1896; burned down by bandits in 1904 and in 1920; damaged during the Allied invasion of the Lebanon and Syria in 1941. The cool mountain air makes it a popular resort. There are several hotels and pensions.
NAPAH ADI-THE HAY. Founded in 1906. Named after the founder of "Hahameretz." Famous for Trumpler's defense in 1923, commemorated by the statue of a lion, the work of the sculptor Melchior. kibbutz (Ihud Makvutot v'ehabibutim).
AYELER HANAN. Founded in 1915. Seriously damaged during the War of Independence. kibbutz (Ihud Makvutot v'ehabibutim).
ROSH PINA. Population 1,267. Founded in 1922 by the Hovevei Zion and assisted by the Baron.
MARNAN. First founded in 1885; present kibbutz (Ihud Makvutot v'ehabibutim) was settled in 1923.
YESSER HANAN. Founded in 1923. Situated on the shores of the Hula. Sacked during the 1923 riots and partly damaged during the War of Independence.
SDE ELIEZER. Founded in 1921. Named after the late Baron Herzl (Eliezer ben Joseph). kibbutz (Ihud Makvutot v'ehabibutim).
GINOSSAR. Founded in 1927 and taken over by PICA in 1928. Situated on the shores of Lake Tiberias. kibbutz (Ihud Makvutot v'ehabibutim).
MITSPEH. Population 32. Founded in 1929. With its well-kept construction a typical example of early settlements. Nearby is situated Zif Forest, planted by PICA to check soil erosion from the hills.
KINNERET. Founded in 1929. Situated on Lake Tiberias.
ASHDOD YA'ACOV. Founded in 1923 (from Gush Nahariya) and named after the late Baron Herzl. kibbutz (Ihud Makvutot v'ehabibutim).
BENAHIMIA. Founded in 1920. Named after the father of Viscount Bunsen. kibbutz (Ihud Makvutot v'ehabibutim).
ALUMOT. Founded in 1924. Occupies the former PICA experimental farm of Bittunya where grapefruit was first introduced in 1913. kibbutz (Ihud Makvutot v'ehabibutim).
YAVNIEL. Population 1,540. Founded in 1921. Flour mill and tanning factory. Originally situated on a dry farming basis. Yavniel was almost the first settlement to turn to intensive farming.
MINHAR HANAN. Population 123. Founded in 1927 and named after three young men of Yavniel killed during the 1920-21 disorders. A market established on land returned to PICA by the Yavniel and Beit Gan farmers as a result of the change over to intensive cultivation.
FETIACH. Population 124. Founded in 1924. (See preceding note).
HARON. Population 210. Situated in the Yavniel Valley. Founded in 1922 and consolidated in 1924. kibbutz (Ihud Makvutot v'ehabibutim).
KAFAR TABOR. Population 302. Founded in 1922. Situated at the foot of Mt. Tabor.

On Young Farmers' Future

FACSIMILE FROM A LETTER TO HENRI FRANCK

YACHT ATMAH
I'm writing you with the same love and devotion as I did when I wrote you the first time. I'm writing you the same love and devotion as I did when I wrote you the first time. I'm writing you the same love and devotion as I did when I wrote you the first time.

Beginning of a letter characteristic of the Baron's constant interest in every aspect of the colonization work. In the passage here reproduced he is concerned with the consolidation of Bitania and the settlement of Mivve Israel graduates.

Original in the Dr. Abraham Schwadron (Sharon) collection of autographs and portraits in the Jewish National and University Library, Jerusalem.

Rothschild and Herzl

"WITHOUT MR. HERZL COULD NOT HAVE STARTED WITHOUT HERZL I COULD NOT HAVE CONTINUED."

"I must tell you the truth about that first meeting with Herzl. When he explained to me his idea of creating a Congress and starting a public agitation among Jews and non-Jews for the creation of a Jewish state, I was frightened. I thought it was a dangerous road to take. I thought that first of all, it was difficult to account of the possible repercussions in the attitude of the Turkish government towards our efforts. Besides, I thought it was harmful to the welfare of the Jews all over the world, since the anti-Semites would raise the cry that the Jews were right and not I."

I REMEMBER THE BARON

By SHABETAI LEVY

In July 1951, the former Mayor of Haifa broadcast over "Kol Yisrael" reminiscences of his meetings with Baron Edmond de Rothschild.

The Baron's visits were red-letter days in a hard struggle. Men, women, and children used to turn out to welcome him and treasured his words for years afterwards. But I knew him somewhat more closely. For I came to this country in 1894 at the invitation of the Baron's Administration and, after a short spell of school-teaching at Petah Tikva, I was transferred to the colonization activities which were later taken over by the ICA and afterwards by the PICA which I remained with until 1926 when I dedicated my whole time to municipal work in Haifa, whose Mayor I eventually became.

What sort of man was the Baron, the "Father of the Yishuv"? Many listeners have probably seen photographs of the white-haired, white-bearded kindly old gentleman with far-seeing eyes; but I knew him when his beard and hair were darker and his figure more spare. His eyes were full of vision. He was in his enterpriser heart and soul.

The Baron would arrive in Palestine (as it then was) on his private yacht and because he knew internal travel was difficult, he brought with him his own horse-drawn carriage. He came whenever his winter weather, a serious matter when Palestine had hardly a first class road, did not deter him.

Travel Vicissitudes
I recall that once, when it was cold and wet in Petah Tikva, we had to warm ourselves by a fire over a brazier, since there was no adequate heating at that period, and he sat with his feet on them. Much later, when he was already becoming old, he happened to be in Galilee and was determined to climb Mount Tabor. His carriage could not be used and he was unable to make the ascent on foot. So we had him carried up in a sedan chair.

He took a meticulous interest even in the smallest details. In Petah Tikva he had just made ready to hear the expenses of the farmers' lands and had put in his pockets specimens of their vegetables — carrots, spring onions and radishes — in order to eat them.

From Frankfurt To Paris



James Jacob de Rothschild
Baron Edmond's Father
(1798 — 1868)

MOST houses in the old Judengasse of Frankfurt am Main were marked by signs from which the family names of the inhabitants were derived. One of these house signs: a red shield, became the name of the Rothschild family.

It was in this two-story house that the Rothschilds had been living since they came to Frankfurt in 1530, and it was here that Mayer Amschel Rothschild (1743-1812) made the great financial dynasty.

Baron Edmond's father founded the French branch in 1812. Among its many achievements was the construction, in 1840, of the Chemin de Fer de Nord which the firm controlled until 1940, and the historic guarantee of the five billion Franc debt to Germany after the war of 1870.

A devoted and pious Jew, James de Rothschild was a great philanthropist and patron of Hebrew letters.

Modest Way of Life

At Zikhron Ya'acov we had a store containing goods which might roughly be called the amenities of life, of such nature and in such quantity that they could not be obtained in the Yishuv. In a Christian community, the amenities of life, of such nature and in such quantity that they could not be obtained in the Yishuv.

The Baron happened to arrive in Zikhron and ordered the store to be closed down, saying that he was not going to have his farmers live a life of luxury beyond their means. Amenities, he said, had to come from the farmers themselves and he always believed that improvement of one's surroundings was the first amenity. The farmers were to look after the gardens around their houses, and the Baron gave prizes for the best gardens.

If we want to find a monument to Baron de Rothschild in Israel, we need only look about us to behold the accomplishment of the man who preceded — Herzl and who later intervened with those of Herzl's Movement.



HILLTOP MEMORIAL TO THE FATHER OF THE YISHUV

By URIEL O. SCHILLER

In his will, Baron Edmond de Rothschild, "Father of the Yishuv," stated that he wished to be buried near Zikhron Ya'acov, at a spot overlooking all the settlements founded by him in the Samaria district. After his death, his son, Mr. James de Rothschild, together with the late painter Prof. Herman Struck and the Hafia directors of the Palestine Jewish Colonization Association (PICA), decided on a site on the hill at Ein al Araf, south of Zikhron Ya'acov. Investigation as to suitability was made in various parts of the hill area, the family having certain definite ideas which they wished to see realized: the tomb itself to be hallowed out of the natural rock, a wide area to be laid out as a cultivated park within a wooded landscape; a rose-garden and a large rock-garden to be included, etc.

In May 1936, ten well-known Israeli architects were invited to submit plans, and in 1937, the writer of this article was commissioned to elaborate his project. The plan thus selected was mainly concerned with the arrangement of the contours of the landscape, so as to form an organic whole into which the tomb and its surroundings would naturally fit.

At the end of 1938, a scheme of work was set upon, and a start was made with the drawing up of detailed plans. In 1939, we began with the construction of a road to the tomb and the laying of a water pipe from Zikhron Ya'acov — then itself poor in water supply — and the preparing of the first plantations all under the protection of "Gaffirs" (superintendents). A fence was set up around the wooded area to protect the plantations from incursions by cattle and wanton damage.

The first commission had been given to a contractor, when the fall of Paris in 1940 put a stop to all the work. Everything came to a standstill for the duration of the Second World War. In 1946, work was slowly resumed on the planting of trees, the construction of a wall around the park and the completion of the plans for the tomb; all this under the stress of a soaring budget. In 1947, the work of excavating was just started on the building site when the War of Independence again put a stop to all activities, and there was a break of more than two years.

The break afforded time for the further maturing of the underlying artistic ideas, and in the summer of 1950, on the occasion of the architect's visit to the Rothschild family, the basic ideas of the present construction attained their final form.

The Forest
A private road leads to the entrance of an afforested area of 1,200 dunams fenced by a natural growth of cactus and acacia trees. Our idea was to preserve and to foster the indigenous Carmel vegetation of oak, eucalyptus, carob and olive trees, and only at certain points to complement it by new plantations.

Wooded paths and alleys run throughout the area, leading to view points and clearings. It is planned to have the whole area proclaimed as a nature-sanctuary, so that the rich and natural vegetation may be preserved from all damage or destruction. The road cuts through the entire wood, with alternating views over the Ephraim hills and the Shomron, culminating in an extensive paved parking square with a view of the sea.

The Park
A stone wall encloses the highest part of the hill, 70 dunams of which are reserved for the actual cultivated park. A wide entrance-gate crowned with the Rothschild coat-of-arms breaches the high wall and opens vistas into the garden. A fountain built into the wall is intended to refresh the visitor; its sculptural decoration may be taken to suggest the significance of sun and water as the elements of our existence and of all growth.

Entering the central gate, we step into the paved central court, shaded by high trees and bounded by an alley of trimmed shrubs. To the left is the gardener's lodge which includes, on the ground floor, a reception hall for visitors with an adjoining garden court, in addition to

a small flat for the watchman. The second floor, which is not yet built, is to include the gardener's living premises, a guest-room and the gardener's workshop. Adjoining is a nursery covering three dunams which has provided most of the trees planted on the site in the past 15 years.

Back at the entrance, we now turn our steps to the park. The landscape gardener, Mr. S. Weinberg-Oren of Mosheh Yagur, together with the architect, was responsible for the realization of the family's plan of a European park of medium size. With the limited means at our disposal, we had to take account of the cost of maintenance, as well as to incorporate the main idea which was to make the park the dominating factor in the landscape structure.

The basic plan included the lay-out of a choice of distinctive garden plantations against a background of indigenous vegetation. Our aim in planning the landscape was to make the comparative small area appear extensive, and to enable the visitor to enjoy the rich variety of the landscape through an alternation of open spaces and enclosed vistas. At the same time, our effort was concentrated on keeping the choice of plants and the general layout within the bounds and limits of a garden landscape.

We now follow the main alley uphill from the formally designed entrance square. Wide expanses of grass lawns extend on both sides. The path turns toward the east, reaching the wooded hilltop, and a view of

the sea is revealed through a grove of trees. Emerging from the wood, we come to a rock-garden at the highest point and find ourselves in front of a stone tablet on which are engraved the names of the 42 settlements founded with the help of the Baron and his Foundation, the PICA.

A broad valley with palms at the bottom reveals a view of the sea, framed by high trees. The rock-garden which constitutes the cultivated part of this valley-landscape shows rare and decorative native rock plants on the terraces, along tiny rivulets and round the pools.

Rose Garden and Sundial
The main pathway continues to a crossroad; to the right, a narrow gorge branches off, leading to the entrance to the mausoleum. Continuing along the main path across a grass lawn, we enter the wood and come to a wide clearing — the rose-garden. On its terraces are to be found the largest variety of rose trees in the country, and of the rarest kinds of ramblers.

In the middle is a sun-dial — the work of the sculptress Rhoda Traub, who also carved the stone plate in the crypt as well as the bas-relief on the fountain at the entrance and the sprinkler in the rock garden. Six fountains refresh the blossoming clearing with a minimum of precious water.

Continuing up the main alley, we pass an open space facing east intended to serve as a resting place for visitors. Going downhill, we come to a little amphitheatre and thence back to the entrance gate. In addition to

the main alley, there are a number of paths and tracks from every angle of the park to the highest point, which is planted with fir trees and from which all the PICA settlements of the district can be viewed.

For the rest, the afforestation of the park consists of a way to prove that beauty can be combined with utility without damage to the landscape.

The Mausoleum
It was the family's wish that only local stone be used in the construction of the mausoleum. Unfortunately granite from Eilat was not yet available, and the main work was carried out in basalt from Kinneret in various dressings, with the addition of several other kinds of stone from Galilee. Incidentally, we avoided in this way the dazzling effect of the sun.

The wooded grove leads to a small forecourt. Entering through a wrought-iron gate, the work of Isaac Meier who is also responsible for the entrance gate with the coat-of-arms — we arrive at a sunken court, set in a most with shady pillared arcades right and left inviting repose. Overhead, silhouetted plants show green against the blue sky, and in the most there are reeds and blossoming water-lilies.

A Tree and the Crypt
An ancient cypress tree surrounded by myrtle plants symbolizing the singular character of the Baron. The drops of water which fill the channels can be heard falling from a crown-shaped basin in the eastern wall of the court.

A bridge leads on to a narrow stone doorway. The lockless door opens of its own accord, introducing the visitor to the crypt. In front of him his gaze is focussed on the black basalt sarcophagus of the Baron and his wife — round about the rough, eastern vault and the coarse stone flooring. Rest everlasting in the dim shadowless illumination of an eternal light.

The road back to daylight, the return to the living world with its brilliant colouring intensifies the memory of this experience, and stirs the feeling of boundless happiness at rejoining the land of the living.

To the best of our humble ability, without artificial effects of any kind and without undue extravagance, we have attempted, in our landscape, with our own vegetation, our own stone and in our own earth, to create a memorial worthy of one of the founders of the Yishuv, of his time and of his spirit.

Most of the stone and plantation work is new in Israel and has been introduced for the first time. A share in the success of the undertaking belongs to all who have contributed — in particular to "Even V'Sid," Haifa, and Mr. Pasi, the master mason.



The salt pans at Athlit.

ATHLIT-ADVENTURE IN SALT PRODUCTION
THE conception of the Palestine Salt Company, Ltd., was typical of the Baron, for it dealt with a basic commodity and, by containing stagnant sea water pools in evaporation pans, put an end to malaria at Athlit.

The firm was founded in 1922 by the Palestine Corporation, led by the late Sir Robert Waley Cohen, which held 40% of the original share capital; and by what was then the Palestinian Committee of the ICA (now the PICA), whose chairman was the Baron and which owned 50% of the shares. The remaining 10% were in the hands of private investors. (At a later date, the Palestine Corporation sold 15% of its holdings to the British Mandate.) The undertaking was situated on 1,000 dunams of the State domain on which the ICA had obtained a concession in the previous year.

In the early days, lack of experience weighed heavily on the young enterprise. The necessity of selling such a vital commodity as salt cheaply created a situation where, had not a degree of idealism backed the founders' initiative, the Company would have been forced to close down. During the first 19 years of the Salt Co.'s existence, no dividends were declared. The smuggling of salt by Beduins across the Sinai Desert from Egypt noticeably affected income, and in addition, until 1948, an excise duty was imposed on the locally manufactured merchandise.

By 1939, the works' annual average output was 6,000 tons. This production not only covered the country's requirements but also left an excess, as a result of the contraband trade. But the outbreak of the Second World War gave the Beduins more profitable employment with the British Army. Smuggling ceased, and the management was suddenly faced with a double demand. Sales rose from 6,000 to 16,000 tons annually. At the same time, wartime restrictions, difficulties in communications and military priority complicated activities.

Cooperation With Potash Co.
It was fortunately possible to meet the increased demand from the pans of the Palestine Potash Company at the northern end of the Dead Sea. The salt which impeded the life of the potash became an article both useful and valuable. It was conveyed by road to Jerusalem and thence by railway to the various parts of the country. This solution continued until the end of 1947 when access to

the northern end of the Dead Sea was cut off. At the time of the evacuation of the potash works at Sdom (at the southern end of the Dead Sea), almost 15,000 tons of salt, 20,000 empty bags, machinery and other valuable equipment had to be left behind because they could not be taken out, although several attempts were made.

As against this, Jerusalem, during the siege, had not a single grain of salt. The Company's Manager was summoned to Tel Aviv to discuss ways and means of making good the capital's deficiency. With the greatest difficulty, 1,000 bags of salt were collected at Athlit and dispatched by special convoy to Jerusalem.

New Chapter Begins
After the proclamation of the State, the huge new immigration filled the gap arising from the departure of the majority of the Arab population and from the loss of territory. Athlit had no reserve area where further salt pans could be constructed. One of two solutions had to be adopted. The additional salt required would have to be brought from Sdom to Athlit via Beersheba or it would have to be imported. The second method, less dangerous, was the only practicable one at the time.

The only solution was to stop importing and to try to in-

crease the Athlit output by modernizing its equipment, a difficult matter in view of the foreign exchange position. Nevertheless, this was done, and the output rose from 8,000 tons in 1947 to 12,000 tons in 1953. The country's annual demand is about 22,000 tons.

The next step was to attempt the Sdom solution. A plan had been considered in consultation with the Government before imports from Rumania and Turkey had been resumed. At last, quarrying at Sdom was resumed in January, 1953, and until the new road from Sdom to Beersheba was opened at the end of March, 1953, Salt Company convoys travelled the route Sdom-Ein Husub-Beersheba-Athlit three times a week.

Danger and Hardship
The trip for trucks, each carrying 10 tons of salt, took 30 hours, and physical danger attended the convey almost all the way to Beersheba. Gratitude is due to the men who took these risks during those three months. Although danger was reduced when the Kurnub road was opened, the hardships of quarrying rock salt at Sdom remained — lack of houses (workers lived in salt-stone hovels), of drinking water, a strenuous climate and difficulties of supplies. Human will-power conquered.

Today the Salt Company employees at Sdom have a well-established camp with electric

city. About 10,000 tons of rock salt were mined there in 1953. Not only was the deficiency in Israel's salt supplies made good but the state was saved some \$150,000 in foreign exchange.

The future plans of the Palestine Salt Co. now include: further modernization of the plants both at Athlit and at Sdom; creation of a plant at Eilat for export purposes; and above all, in the interest of public health, the improvement of the quality of the salt to the highest possible level.

From an economic point of view, it is of interest to note that, between 1932 and 1952, the wholesale price of most foodstuffs has risen immeasurably higher than that of salt. Prices for meat, eggs, milk, butter, and potatoes, for instance, were 20, 16, 12, 14, and 15 times higher respectively, whereas the price of salt was less than five times higher in 1953 than in 1932.

The next step was to attempt the Sdom solution. A plan had been considered in consultation with the Government before imports from Rumania and Turkey had been resumed. At last, quarrying at Sdom was resumed in January, 1953, and until the new road from Sdom to Beersheba was opened at the end of March, 1953, Salt Company convoys travelled the route Sdom-Ein Husub-Beersheba-Athlit three times a week.

Danger and Hardship
The trip for trucks, each carrying 10 tons of salt, took 30 hours, and physical danger attended the convey almost all the way to Beersheba. Gratitude is due to the men who took these risks during those three months. Although danger was reduced when the Kurnub road was opened, the hardships of quarrying rock salt at Sdom remained — lack of houses (workers lived in salt-stone hovels), of drinking water, a strenuous climate and difficulties of supplies. Human will-power conquered.

Today the Salt Company employees at Sdom have a well-established camp with electric

A VETERAN RECALLS

By SHMUEL SEGAL

The writer of these recollections was one of the first officials of the Rothschild Administration and later became Assistant Manager of PICA.

MY last interview with the Baron took place at his palace in Paris in October, 1923. I had come to Paris to spend my leave, and no sooner did I arrive than I contacted the General Manager of PICA, the late Henri Franck, who told me that the Baron would invite me for an interview within the next few days. I strolled about the city and when I returned to my hotel, was informed that there had been a call for me from 41 Faubourg St. Honoré saying that I was expected there the next day at 4.30.

I was prompt. The doorman informed me that I would have to wait, since the Baron had a visitor from Eretz Yisrael. As soon as he announced that I was there, the Baron asked him to show me in.

There were two other men in the reception room besides the Baron: Mr. Franck and Avraham Schapiro of Petah Tikva. The Baron turned to me and said: "Franck is not a very good interpreter. You translate my conversation with Mr. Schapiro into Hebrew, not into German," and then went on: "Tell Mr. Schapiro that I am glad that the condition of my farmers in Eretz Yisrael has improved to such an extent that they feel free to go abroad; but before they do so, it would be only right that they refund what they owe me on account of my investments. The sum repaid will not go into my pocket, but I shall use it to help new immigrants to settle in Eretz Yisrael, exactly as I did for their predecessors many years ago. Ask him for me to transmit this information to his comrades in Eretz Yisrael."

A short while later, the interview with Schapiro was over, and he left. Then the Baron turned to me.

"Do you know, Segal, that you pay your chauffeur there here?"

I tried to explain to the Baron the situation in Eretz Yisrael and the reason for the heavy general expenditure. I believe I succeeded, since the Baron immediately took up land purchases in Galilee, the security problem, relations with our Arab neighbours, and the farmers' produce. He dwelt a bit longer on the last and then said:

"Rosh Pina and the neighbourhood are growing tobacco. This is sent abroad, while cigarettes for local consumption are being imported. Would it not be far

more logical to set up a cigarette factory to meet local needs?" And, before I could give the matter a thought, he said: "How much would be needed to set up such a factory?"

Such was Baron Edmond de Rothschild, "the well-known Benefactor," "the Father of the Yishuv." While on the one hand he was always ready to invest fabulous sums for the establishment of productive enterprises in Eretz Yisrael, he seemed at every expenditure, even the smallest, that seemed to him unproductive and which he thought was avoidable.

He pondered over Eretz Yisrael day and night, worked for the people of Israel and dreamt constantly of Israel's rehabilitation in the land of its fathers.

IN MEMORIAM

Baron Edmond de Rothschild

BAR-EYTAN ENGINEERING WORKS

HAIFA BAY



PRODUCING:

SULPHURIC ACID
SUPERPHOSPHATE
POULTRY FOOD

ERECTING:

ADDITIONAL PLANTS FOR THE
MANUFACTURE OF FERTILIZERS
AND BASIC CHEMICALS

FERTILIZERS & CHEMICALS LTD.

P.O.B. 1428,

HAIFA

TEL. 7277

Zikhron Ya'acov — its farmers,
citizens and institutions —

will receive with deep reverence the mortal remains of

Baron Avraham Binyamin (Edmond) de
Rothschild

AND THOSE OF THE LATE

Baroness Ada (Adelaide) de Rothschild

for reinterment in the lofty hills of Zikhron Ya'acov, the cornerstone of the edifice to whose construction the Father of the Yishuv dedicated his life and energies.

This day, April 6, 1954, which shall be like unto one of the Days of Pilgrimage, shall be engraved in our hearts as we commune with their memory on their return to the Land of our Fathers.

May they rest in everlasting peace and may their memory always remain fresh in the hearts of the people of Zikhron Ya'acov, the foundation stone of the Yishuv.

Zikhron Ya'acov Local Council

THE PALESTINE SALT CO. LTD., Athlit

FOUNDED BY

The Palestine Jewish Colonization Association "PICA"

(Edmond de Rothschild Foundation)

AND

The Palestine Corporation Ltd.

Salt Won Through Evaporation
of Sea Water at Athlit and Minal
at Ancient Sdom

Palestine Jewish Colonization Association's Prominent Role

Trustees of the Baron's Heritage

GENERALLY known as PICA, the Corporation owes its existence to the late Baron Edmond de Rothschild, who in 1883 first extended a helping hand to the struggling founders of Zikhron Ya'acov. His interest thus aroused, Baron Edmond embarked on his own creation of Jewish agricultural settlements in Palestine. By the end of the century, the "Baron's Administration," as it was then known, had increased to such an extent that in 1900 the entire organization was transferred to the J.C.A., which undertook a wide scheme of further colonization through its Palestine Commission.

The special importance which the country assumed in the eyes of world Jewry after 1918 compelled a reorganization; and in 1924 Baron Edmond de Rothschild founded the PICA, an association which was incorporated by special ordinance of the Government of Palestine and recognized as a public utility. Its President was, and still is, the Baron's son, Mr. James de Rothschild.

Heroic Period

It is hard for those living today in the comparative comfort of this country to realize the superhuman difficulties — danger of life, disease, lack of equipment for maintenance and repair, and want of primary human needs — which faced the early settlers and which obliged the Baron to cater to their elementary requirements and to find ways and means of inducing these men to stay on their farms.

Let us take a single example, that of the old Galilee settlements against which hard criticism was often leveled. The contemporary observer is apt to forget that there might never have been a basis on which to work if the Baron had not stood by Metulla when the Druze burned it in 1900, four years after its foundation, or later when bandits sacked it in 1920.

Yessod Hamaza and Mishmar Hayarden, ravaged by malaria, hung on precariously to the shores of the Huleh only thanks to the Baron's assistance, until the development of the country reached a stage where other bodies, using the experience gained by PICA, turned their attention to that area.

In short, to the history of whichever pre-1914 colony you may turn, you will always find that the development of the surrounding area, even when sponsored by the Zionist institutions, was in large measure attributable to the personal heroism of the colonists supported by the ceaseless help and guidance of the Baron.

Early Cooperatives

Baron Edmond de Rothschild conceived as his ideal the emergence of a class of farmers rooted in the soil and independent of tutelage. With this end in view, he sponsored the development of a new type of cooperative, the *Société coopérative vigneronne* was established at Rishon-le-Zion for the manufacture and export of wine; the "Pardes" Cooperative Society was founded for the export of citrus. These were the country's first cooperatives. A mutual cattle insurance company and a syndicate of tobacco growers were created. The chain of cooperative credit societies, which are now such a typical feature of Israel's economy was also first started through the Baron, the prototype being the Haifa Veliashon of the Haifa Veliashon.

Agricultural Reforms

Palestine agriculture was enriched by PICA innovations; crop rotation, grapefruit (in 1913 at Beitanyah), clementines, tobacco, clover, potatoes, the Cavendish banana, eucalyptus trees, the tractor, Dutch cows and white leghorns, were originally brought to Palestine by PICA. Soil amelioration and the afforestation of hills and dunes played an important role in these activities.

Marsh drainage was introduced with the planting of eucalyptus at Pithulim and Hadera in 1898, and the famous woods of the latter settlement among the most beautiful in the country, are today the only vestige of what was once one of the districts most infested with malaria in the whole country. Continued drainage works culminated in the great Kabara-Atlit scheme, which lasted from 1925 to 1934 and cost over LP.250,000. In an area of 5,000 dunams over 3,000 underground springs were centralized and over 40 kilometres of underground piping laid.

The curse of malaria was thus eradicated from an entire district lying between Hadera and Haifa, and colonization was undertaken in the Kabara area: part of Ma'ayan Zvi (1938), Nahal Jabotinsky (1947), Ma'ariv Michael (1949) and Beit Hamanya (1950).

Communal Services

Villages, roads, communal buildings (schools, clinics, synagogues etc.) and water supplies were constructed, and for many years, until the foundation of the Va'ad Leumi under the Mandate, the educational, health and veterinary services in the settlements were completely managed and supported by PICA.

We have already mentioned the Baron's realization of the need for cooperatives. Cooperative water supplies. But the social evolution of the Yishuv called for even further change. Though the kibbutzim of Kfar Giladi, Tel Hai, Ayelet Hashahar and Goshar had been formed during the First World War, it was only in 1937, with the foundation of a kibbutz at Mishmar Hashlosha, that the principle of long-term leases rather than the sale of land to individual farmers was adopted. Since then, the PICA's colonization has either been in the form of moshavim like Mishmar Hashlosha, Shadmot Devora, Bnei Naftali, Kfar Giladi, or kibbutzim like Ashdot Ya'acov, Ma'ayan Zvi, Kfar Glikson, Alonot and Beit Keshet.

Until 1923, the Baron's colonies

had been based chiefly on the growing of vines and cereals. The collapse of the world markets in cereals and the loss of the main markets for Palestine wine obliged PICA to reorganize the rural economy.

This proved later to be the commencement of a general transition throughout the country, from extensive, dry-land, cereal growing to irrigated agriculture. The consequent reduction of the farm unit permitted more intensive settlement on the land. The first stage consisted of the rehabilitation of the Lower Galilee colonies, which had hitherto been based entirely on cereal growing; under PICA guidance and with PICA assistance a modern system of crop rotation including poultry raising was introduced.

Intensive cultivation necessitated an energetic search for water, and in this field PICA was indeed the pioneer. The first rich artesian wells in Palestine were drilled by PICA, and there are today more than one million metres of irrigation pipes in PICA settlements.

Revolutionary Results

Some idea of the revolution produced in agricultural settlement by this intensification can be obtained by citing a few examples. Whereas Pardes Hanna, before its establishment in 1929, provided a livelihood for some scattered Arab families only, in 1952 the same area was supporting a population of 5,800. When Binyamina was established in 1922, the original farmers were allotted units of 120 dunams each. The provision of water made possible additional colonization on the basis of only 35-dunam holdings.

Yavneel and Beit Gan in Lower Galilee were settlements of 300-dunam farms. The economic basis, imperilled by the collapse in cereal prices was only partly modified by new crop rotations



which allowed for poultry and dairying; but the settlement was only completely extricated from its difficulties in the 1930's, when wells were drilled which enabled PICA to introduce mixed farming into the area and to utilize a part of the redundant land for a new settlement called Mishmar Hashlosha.

The procedure of recovering part of the land rendered superfluous by the availability of irrigation is being adopted by other PICA settlements and is paving the way to much denser population living on a more prosperous basis than could ever have been foreseen in early days. Thus, Menasheya was extended in 1930, and Givat Ada twice, in 1948 and 1953. Sedei Eliezer was founded in 1951 on land returned by the settlers of Yessod Hamaza.

Precursors of "Mekorot"

In speaking of intensification of agriculture, one should not forget PICA's share in the foundation of the Samaria Water Co. (1938) formed to take over the drilling units owned jointly by the Palestine Economic Corporation and PICA. In this firm PICA was the largest shareholder (until in 1950 it was taken over by "Mekorot"), but apart from that very substantial contribution, it has also willingly accepted very considerable additional sacrifices in order to make the S.W.C. possible and to expand work in PICA territories. Such instances include the very substantial financial concessions and new loans granted to Pardes-Hanna settlers.

The S.W.C.'s network of irrigation mains has been spread throughout most of the area lying between Zikhron Ya'acov and Hadera, comprising the many settlements and kibbutzim of that district. Furthermore, the original PICA water supply of the Yavneel Valley has been extended by virtue of new wells and new installations to serve even larger areas in that neighbourhood.

The Baron was probably the first to realize that successful Jewish colonization must be linked with industrial development and that, as far as possible, industry should be related to agriculture. As in the case of colonization, the search for the most suitable form of indus-



Top, settlers erecting the stockade wall before nightfall at the founding of Ma'ayan Zvi in 1938. At right, leveling ground at Pardes Hanna for the first orange groves in 1917. Above, the agricultural school at Sejera. Below, present settlers of the fishing settlement of Ginosar, on Lake Kinneret.

GLIMPSES OF THE BARON

ON one of his early visits to the country, the Baron visited the school at Zikhron Ya'acov. At that time there were only 10 pupils. He asked each in turn to recite the "Shema"; not one knew it. The Baron turned to the teacher and asked him the reason of their ignorance. The teacher replied that the teaching of the "Shema" was the Rabbi's business, not his. That evening the teacher was dismissed.

ON another occasion, on a hot day, he entered a farmer's house and asked for a drink of water. When the farmer's wife gave it to him he asked her to recite the "Shema". She did not know it. There was a temporary pause among the housewives of the settlement at this time there were no sanctions.

HE once went in, on a Shabbat, to a farmer's house in Zikhron Ya'acov and noticed a copy of Shakespeare on the table. After he had read the name, he said: "The only book which should be on a farmer's table is the Bible."

ON his visit to Rishon-le-Zion just before the outbreak of war in 1914, he was greeted at the entrance to the colony by the farmers and the schoolchildren. One little girl recited a poem. When she had finished, he turned to a representative of the settlers sitting next to him and said: "I see that you have given me the desert before the horse d'oeuvre."

ON another occasion at Rishon, he told the farmers that they were to treat what were then new immigrants with courtesy and full assistance. They should always remember that they were once newcomers themselves.



Rishon le-Zion today. Founded in 1882, it was the second settlement to be assisted by the Baron.

Together with the House of Israel we pay homage to the memory of "Hanadiv Hayadua"

Baron Edmond de Rothschild

ISRAELI ELIAZ WINES LTD.

Haifa, Benyamina, Bat Shlomo.

Grands Moulins de Palestine Ltd., Haifa

Flour Mills

SUBSIDIARY OF PICA
(Edmond de Rothschild Foundation)



The new Wheat Silo, capacity 3000 tons, and enlarged Mills during building work.

The Grand Moulins de Palestine were founded in 1923 and were modernized in 1953.

This scheme included, in addition to the construction of the wheat silo which is one of the largest in Israel, the enlargement and mechanization of the Mills with the most up-to-date flour milling machinery. A pneumatic conveyor system has been installed.

All equipment and machinery were purchased from Messrs. Buhler Frères of Uzwil, Switzerland.

The new silo and modernised mills were put into operation in January 1954.



Mr. James de Rothschild, son of Baron Edmond de Rothschild and President of PICA.

Setting Up the Flour Mills

INDUSTRY connected with agriculture early claimed the interest of the Baron. The setting up of the mill at Zikhron Ya'acov led him to think of a flour mill for the processing of the crops produced by these settlements.

It was with this end in view that the *Grands Moulins de Haifa* (as they were originally called) were conceived in 1921, and two years later entered production as the most modern mills in the country, with an annual output of nearly 7,000 tons of flour.

The mills themselves, like the rest of the country, passed through troubled times. During the riots of 1929, situated as they were in the heart of the Arab quarter of Haifa, they were entirely cut off for several weeks, while their staff being compelled to remain at their posts, were arrested by the Police on charges trumped up by the surrounding residents. However, the riots were soon quelled and a decade of comparative economic stability enabled the mills to increase their productive capacity.

During the Second World War, when communications between Palestine and the rest of the world were dangerous and irregular, the *Grands Moulins* stepped up their rate of production and made a substantial contribution to the supply of flour required by the local population. During this period, production reached over 11,000 tons of flour per year.

In 1943, the Company, still known as the *Grands Moulins de Haifa* and registered in France, was reorganized and the registration was transferred to Palestine (as it then was).

Plans were prepared for the extension and modernization of the mills to meet the growing demand for flour by the increasing population, but these plans had to be shelved, first because of World War II and later when the War of Independence broke out.

Arabs Bomb Plant

In April, 1948, during the period of tension and disturbances that preceded the War of Independence, a time-bomb planted in the mills by hostile Arabs exploded, causing great damage to the buildings and machinery of the *Grands Moulins*. Emergency repairs were speedily effected and, in spite of the increasing population, the mills were almost completely surrounded by Arabs in an area where shooting was a daily occurrence, they continued operating. Although output was severely curtailed as the result of the damage caused, production never came to a standstill.

With the arrangement of an armistice between Israel and her neighbours and the restoration of communications with the outside world, PICA was enabled to take up her former work.

At a reception in his home at Paris, the Baron gave one of the guests a glass of brandy and asked him how he liked it because it came from Palestine. "Awful," replied the guest. Then the Baron gave him another brandy which he said was French. The guest approved of the second drink. Thereupon the Baron replied: "The mistake is yours. The first glass was French brandy, the second Palestinian."

IN one of his conversations with the late Menashe Ussishkin, the latter stressed the primary importance of land purchases. The Baron said: "Vous cherchez l'Eretz, moi je cherche Israël" (your concern is with the Land, mine is with Israel).

HITACHDUT OLEI BRITANNIA — Tel Aviv Branch

in conjunction with

SOCIAL AND CULTURAL CLUB

a public lecture by

Dr. Gelter on

"PROBLEMS OF REHABILITATION"

Today, Tuesday, April 6, 1954 at 8.15 p.m. at the

Korn Maynard Hall, 28a Be'er Hayama

Members and friends cordially invited.

SOLEL BONEH LIMITED

Pays Homage to

The Father of The Yishuv

THE LATE

Baron Edmond de Rothschild

on the return home of his

earthly remains.

Solel Boneh and its daughter company, the Lime and Stone Company Limited, are proud to have been entrusted with the distinguished task of erecting the Galilee basalt and marble-lined Mausoleum and Crypt at Zikhron Ya'acov, the eternal resting place of the late "Hanadiv Hayadua" — the well known benefactor, and the late Baroness Adelaide de Rothschild.

From Samarin to Zikhron Ya'acov

The original Samarin, the "fortress" hill, inhabited by the first Rumanian pioneers, moved westwards across the plateau. It was Palestine's first town-planning, systematically prepared by Elie Scheid, the Baron's representative, and laid out long before 1900. In the centre, at one corner, stood the synagogue built to accommodate a large congregation that was required at the time, for — as Scheid said — in planning a new site, one must try and picture the situation fifty years ahead.

At the opposite corner stood the building containing the colony's first shops, intended as a source of livelihood for widows. At a third corner was the house where lived M. Dugourd, the French agricultural instructor whom the Baron had sent to the equally primitive Rishon-le-Zion, but who had later been transferred to Zikhron Ya'acov.

Behind his house stretched a large vacant plot of extremely poor soil. In his spare time Dugourd worked like a Trojan to make something of that miserable parcel; today it is the Public Park.

That centre has been maintained. Today Zikhron Ya'acov has extended in all four directions. But the old scheme is still evident even to the inexperienced eye.

Centre of Wine Industry
Since then, 72 years have passed. It is now a prosperous village of over 3,000 inhabitants. The Yemenites, introduced some 46 years ago to supply Jewish labour for what was then the ICA orange grove of Netsh (close by the present Police Station on the Haifa-Tel Aviv road), are now, in the second generation, as pure Zikhronians as the descendants of the founding fathers who have already produced a third generation. They are farmers and landowners in their own right.

The wine cellars on the beautiful valley road, bordered by eucalyptus and palms, have now surpassed the output of the Rishon cellars. Both belong to the Société Cooperative Vigneronne, the cooperative society of the vine planters. Zikhron Ya'acov has become the *de facto* heart of Israel's wine industry.

"Haifa's Vintners," the first mutual credit society in the country and established by the Baron, the prototype of all such institutions in the country, erected a few years ago a fine modern building in the street opposite the synagogue. It has opened branches southwards to Binyamina, Givat Ada, Pardes-Hanna, Karkur and northwards to Athlit.

Daughter Settlements
Scheid's planning intended that Zikhron Ya'acov ("Memory of Jacob" after James de Rothschild, the Baron's father) should be the regional centre of a concentrated area. In 1899 Bat Shalom ("Solomon's Daughter" after the Baron's daughter) was established further eastwards. Today its population is still under 200, because development has been impeded by lack of water. Nevertheless, its settlers have hung on in spite of every difficulty and the physical dangers which they experienced in bygone troubled times from the hostility of their neighbours.

Bat Shalom's agriculture consists of dry farming, vines and fruit plantations. These farmers too, bring their grapes to the Zikhron Ya'acov wine cellars.

Since 1945 the settlement has been reinforced by a housing scheme for 50 families. The residents find employment at the "Time and Stone" (a subsidiary of Solel Boneh) quarries on land leased by the firm from PICA.

The second so-called "dependency" was Meyer Shifaya (Shifaya was the Arab name; Meyer commemorates the founder of the Rothschild family, Meyer Amschel Rothschild). Most of the land has now been ceded by PICA to the Junior Hadasah's Children's Village, established in 1923. This school occupies the old farm buildings and has added many new ones of its own.

Descending or ascending the road winding through the gorge where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

Scene of Nili Action
The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.

This settlement was established by PICA in 1933, its name meaning "Zvi's Spring" in memory of Henri Frank, for many years Secretary General of PICA. The population of Maayan Zvi is approaching 400. In addition to mixed agriculture, fish ponds in the plain, banana plantations and the old Nezieh orange grove, it manages a Diesel repair shop which does a flourishing business.

Rural Character Maintained
Latest of all the extensions round Zikhron Ya'acov is the temporary moshava. This is near a locality called Burekiah, where a further accretion to greater Zikhron may one day be expected.

In spite of its development, Zikhron Ya'acov, thanks to its position high on the long Carmel plateau, about 480 feet above sea level, and on the main highway retains its rural character. When you glimpse it, say from Sayer Shifaya, from down below, or on one of your walks in the environs, you will see it through a mass of trees.

Plantations have come with every sort of crops extend all around. Zikhron Ya'acov remains predominantly agricultural.

In former days the colony's health was poor. Farmers and labourers who tilled the land in the coastal plain suffered from malaria and marsh fever. Disease, rather than local politics, led to changes in the Baron's officialdom. The old hospital, where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.

This settlement was established by PICA in 1933, its name meaning "Zvi's Spring" in memory of Henri Frank, for many years Secretary General of PICA. The population of Maayan Zvi is approaching 400. In addition to mixed agriculture, fish ponds in the plain, banana plantations and the old Nezieh orange grove, it manages a Diesel repair shop which does a flourishing business.

Rural Character Maintained
Latest of all the extensions round Zikhron Ya'acov is the temporary moshava. This is near a locality called Burekiah, where a further accretion to greater Zikhron may one day be expected.

In spite of its development, Zikhron Ya'acov, thanks to its position high on the long Carmel plateau, about 480 feet above sea level, and on the main highway retains its rural character. When you glimpse it, say from Sayer Shifaya, from down below, or on one of your walks in the environs, you will see it through a mass of trees.

Plantations have come with every sort of crops extend all around. Zikhron Ya'acov remains predominantly agricultural.

In former days the colony's health was poor. Farmers and labourers who tilled the land in the coastal plain suffered from malaria and marsh fever. Disease, rather than local politics, led to changes in the Baron's officialdom. The old hospital, where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.

This settlement was established by PICA in 1933, its name meaning "Zvi's Spring" in memory of Henri Frank, for many years Secretary General of PICA. The population of Maayan Zvi is approaching 400. In addition to mixed agriculture, fish ponds in the plain, banana plantations and the old Nezieh orange grove, it manages a Diesel repair shop which does a flourishing business.

Rural Character Maintained
Latest of all the extensions round Zikhron Ya'acov is the temporary moshava. This is near a locality called Burekiah, where a further accretion to greater Zikhron may one day be expected.

In spite of its development, Zikhron Ya'acov, thanks to its position high on the long Carmel plateau, about 480 feet above sea level, and on the main highway retains its rural character. When you glimpse it, say from Sayer Shifaya, from down below, or on one of your walks in the environs, you will see it through a mass of trees.

Plantations have come with every sort of crops extend all around. Zikhron Ya'acov remains predominantly agricultural.

In former days the colony's health was poor. Farmers and labourers who tilled the land in the coastal plain suffered from malaria and marsh fever. Disease, rather than local politics, led to changes in the Baron's officialdom. The old hospital, where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.

This settlement was established by PICA in 1933, its name meaning "Zvi's Spring" in memory of Henri Frank, for many years Secretary General of PICA. The population of Maayan Zvi is approaching 400. In addition to mixed agriculture, fish ponds in the plain, banana plantations and the old Nezieh orange grove, it manages a Diesel repair shop which does a flourishing business.

Rural Character Maintained
Latest of all the extensions round Zikhron Ya'acov is the temporary moshava. This is near a locality called Burekiah, where a further accretion to greater Zikhron may one day be expected.

In spite of its development, Zikhron Ya'acov, thanks to its position high on the long Carmel plateau, about 480 feet above sea level, and on the main highway retains its rural character. When you glimpse it, say from Sayer Shifaya, from down below, or on one of your walks in the environs, you will see it through a mass of trees.

Plantations have come with every sort of crops extend all around. Zikhron Ya'acov remains predominantly agricultural.

In former days the colony's health was poor. Farmers and labourers who tilled the land in the coastal plain suffered from malaria and marsh fever. Disease, rather than local politics, led to changes in the Baron's officialdom. The old hospital, where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.

This settlement was established by PICA in 1933, its name meaning "Zvi's Spring" in memory of Henri Frank, for many years Secretary General of PICA. The population of Maayan Zvi is approaching 400. In addition to mixed agriculture, fish ponds in the plain, banana plantations and the old Nezieh orange grove, it manages a Diesel repair shop which does a flourishing business.

Rural Character Maintained
Latest of all the extensions round Zikhron Ya'acov is the temporary moshava. This is near a locality called Burekiah, where a further accretion to greater Zikhron may one day be expected.

In spite of its development, Zikhron Ya'acov, thanks to its position high on the long Carmel plateau, about 480 feet above sea level, and on the main highway retains its rural character. When you glimpse it, say from Sayer Shifaya, from down below, or on one of your walks in the environs, you will see it through a mass of trees.

Plantations have come with every sort of crops extend all around. Zikhron Ya'acov remains predominantly agricultural.

In former days the colony's health was poor. Farmers and labourers who tilled the land in the coastal plain suffered from malaria and marsh fever. Disease, rather than local politics, led to changes in the Baron's officialdom. The old hospital, where the late Dr. Hillel Yoffe worked, is a memorial of those times.

Today Zikhron Ya'acov health is well nigh perfect. The Kabara marabes, 6,000 dunams (1,500 acres), lying between the foot of the mountain and the sea, were drained by PICA between 1925 and 1939. The fens have become the site of two settlements: the kibbutz of Maagan Michael and to the south the moshav of Beit Hananya. Here too are situated the fish ponds of Maayan Zvi. The remainder of the land is occupied by Zikhron Ya'acov farmers.

The drainage of marshes has not only improved health. It has increased the social amenities. Assisted by modern transport, it has provided Zikhronians with bathing, even moonlight bathing, by the trip to the former.

Reading to the Haifa-Tel Aviv road, one notices the red roofs of the Kvutza of Maayan Zvi, a member of the Hever Hakhsholim.



The synagogue at Zikhron Ya'acov



At centre is a view of the Kabara valley, formerly a swamp. Below are the wine cellars at Zikhron Ya'acov.



At centre is a view of the Kabara valley, formerly a swamp. Below are the wine cellars at Zikhron Ya'acov.

Yamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

Nadi's Resting Place
Proceed five minutes further along the road to Binyamina, and you turn right to Ramat Hanadiv, where the remains of Baron Edmond de Rothschild and Baroness Adelaide de Rothschild have reached their final resting place.

On the other side of the settlement, on the road to Binyamina, past the cemetery where the first pioneers are buried, you will see Beit Remes (named after the former Secretary General of the Histadrut and a Minister in Israel's first Cabinet). This is a Kupat Holim sanatorium established by the Builders' Trade Union, but it also admits other members of the Histadrut. It occupies a large area, and its installation and equipment are of the most modern, and it possesses a large park and playground with swimming pool.

STORY OF YAVNIEL

By EFRAM HARRIS

THERE is a vale in Galilee, encircled by hills which separate it on one side from the Haifa-Tiberias road and on another from the Jordan, where the eye is struck by broad fields and houses apparently integrated in their surroundings, where the climate is temperate by comparison with Megania. Yet few tourists visit it.

The road from Kinneret climbs the hill round Fortia, descends and cuts the settlements of Yavniel, Mishmar Hashlosha and Beit Gan and reascends to Kfar Tabor. The landscape is dignified but not grand. During years of leaness, the farmers held on in the face of every difficulty; they never gave victorious publicity to their plight and, unlike other settlements, not one colonist deserted his home for the glitter of the towns and the kibbutz.

Near enough to the frontier to be continually surrounded by Beduin camps, they were relatively fortunate, although three farmers' sons were murdered during the 1936-39 disturbances; and 12 others fell in the battles of the Jordan Valley and Latha, while Iraqi and Syrian planes bombed their dwellings during the War of Independence (1948).

The Valley of Yavniel boasts no glamour of romance; its story epitomises the revolution in the Yishuv's rural economy, adaptation to marketing conditions and to the needs of a small land absorbing both immigration and natural increase.

Fifty Years Ago

Baron Edmond de Rothschild, through J.C.A., founded Yavniel in 1902, with 40 settlers, each on his 300-dunam farm. In 1904, a second village was established, Beit Gan; by 1912 it included 27 farms. The short distance of little more than a kilometre between them was no problem even when the winter rains soaked the earth. Isolated among the hills, they felt themselves a single community. Situated in what was then the rich wheat zone stretching north-east to the desert, they prospered. Life was as good as it could be for the pioneer. When a broke out in 1914, the villages received the refugees deported by the Turks from Jaffa and Tel Aviv.

Then came the post-war world collapse in cereal prices. Profitable wheat growing became a matter for vast open spaces, not for confined areas. Other villages had suffered too, but citrus was starting to boom; and the word "planter" was acquiring the connotation of comfort it bears in different continents. The Valley had always enjoyed enough water for domestic purposes, but it did not have the quantity essential for orange growing.

Crop Rotation Introduced
Meanwhile, the Baron had replaced the J.C.A. by the Palestine Jewish Colonization Association (PICA) which set out to tackle the problem of reconstructing the Valley's economy.

One must remember that in the early Twenties, the full significance of water had not yet been grasped by local experts. The citrus boom already had plenty; their new wells supplemented the existing flow. Consequently, the first step taken by PICA was to find new crops for the Valley. Sugar beet experiments succeeded, but no sufficient market could be found.

Then PICA turned to the material at hand, the dry farming which constituted the Valley's economy, and introduced the first modern system of rational crop rotation in Palestine, which included large sowing of forage and facilitated the development of dairying and poultry.

Thus, when the second fall in cereal prices came in 1929, Yavniel and Beit Gan, inhabited by families which had increased with the passage of years, was not only in a position to withstand the strain but even to accept five additional farmers.

Thirsty Land

By then, it was evident that the way to progress ran through water, and water alone. The late created PICA colonies of Binyamina and Pardes-Hanna (in the Coastal Plain) had demonstrated the possibilities of deliberate search.

Plans were drafted for the conveyance of water from the Jordan Valley but they were not realized. Well-digging similarly was unsuccessful. The situation appeared hopeless until, in the autumn of 1932, a drilling made at a point hitherto unexplored suggested by the late Mr. Blake, Geologist to the Government of Palestine, unexpectedly resulted in a yield of 500 cubic metres of water per hour. The silver lining of crop rotation in the dark cloud of depression was widening.

If one source of water could be uncovered, others must lie in the same vicinity. Two other wells were dug, and the combined output of the three now reaches almost 2,000 c.u.m. per hour. The citrus boom had not yet entirely subsided and the farmers were able to attain the

stamp in honour of 'Renowned Benefactor'

On the occasion of the reinterment of the remains of Baron Edmond de Rothschild, the Head Office of the Keren Kayemet Le'Israel (Jewish National Fund) has issued this special stamp.

Thus the Yavniel Valley has traversed the long distance from pre-1914 extensive tillage to the close intensive cultivation of today.

It is a common phenomenon of all colonization that the farmers who enjoy the ultimate success include only a proportion of the founders. To the honour of Yavniel and Beit Gan, let it be said that the present men, who knew how to utilize PICA's material aid and technical instruction, are those who came to the wilderness over 40 years ago. Their children and their grandchildren were born there and have remained there.

Stamp in Honour Of 'Renowned Benefactor'

On the occasion of the reinterment of the remains of Baron Edmond de Rothschild, the Head Office of the Keren Kayemet Le'Israel (Jewish National Fund) has issued this special stamp.

Thus the Yavniel Valley has traversed the long distance from pre-1914 extensive tillage to the close intensive cultivation of today.

It is a common phenomenon of all colonization that the farmers who enjoy the ultimate success include only a proportion of the founders. To the honour of Yavniel and Beit Gan, let it be said that the present men, who knew how to utilize PICA's material aid and technical instruction, are those who came to the wilderness over 40 years ago. Their children and their grandchildren were born there and have remained there.

Stamp in Honour Of 'Renowned Benefactor'

On the occasion of the reinterment of the remains of Baron Edmond de Rothschild, the Head Office of the Keren Kayemet Le'Israel (Jewish National Fund) has issued this special stamp.

Thus the Yavniel Valley has traversed the long distance from pre-1914 extensive tillage to the close intensive cultivation of today.

It is a common phenomenon of all colonization that the farmers who enjoy the ultimate success include only a proportion of the founders. To the honour of Yavniel and Beit Gan, let it be said that the present men, who knew how to utilize PICA's material aid